

City of Erie Joins Forces to Recognize National Breast Cancer Awareness Month

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(ERIE, PA) October 4, 2007 - The National Cancer Institute estimates 1 in 8 women will be diagnosed with breast cancer. Even more staggering, over 40,000 of those women, and hundreds of men, will die from the disease, this year alone. With early detection and treatment, more lives can be saved.

The City of Erie and Mayor Joseph E. Sinnott are joining forces with National City Bank, and Governor Rendell's Pennsylvania Commission for Women to help increase public knowledge about the importance of early detection of breast cancer. While breast cancer mortality rates have declined and treatment has become more sophisticated, funding for research and teaching must continue in order to find a cure.

In observance of October being Breast Cancer Awareness Month, Mayor Sinnott will turn the Perry Square Fountain bright pink. The flowing pink water intensifies the critical importance of education, early detection and treatment of breast cancer. *"We are honored to be apart of such an important event to generate awareness about this deadly disease affecting thousands of people right here in our own community. Through this effort we can only hope more women and men will be able to get the treatment they need,"* says Mayor Sinnott.

The fountain in Perry Square will be flowing pink through the month of October.

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